

Tobacco Surveillance Report

April, 2006

ATTITUDES ABOUT SMOKE FREE PUBLIC PLACES

The Montana Tobacco-Free Schools and Clean Indoor Air Act went into effect October 1, 2005. It is designed to protect Montanans from second-hand smoke. Second-hand smoke is a risk factor for lung cancer, heart disease, asthma, and Sudden Infant Death Syndrome.

Montana was part of the national Master Settlement Agreement of 1998 that awarded payments to states from tobacco companies. In 2000, the Montana Department of Public Health and Human Services and the Governor's Advisory Council on Tobacco Use Prevention published a five-year plan funded in part by Montana's settlement funds. The plan has been extended through 2010.



It is essential to monitor the progress in tobacco prevention, cessation, exposure to second-hand smoke, and community attitudes and values about tobacco use and to evaluate the efficacy of programs that use state and federal tobacco prevention funds. Population-based surveys are the only way to obtain accurate data about the residents of Montana. The Tobacco Use Prevention Program of the Montana Department of Public Health and Human Services participates in the Adult Tobacco Survey annually in collaboration with the Centers for Disease Control and Prevention (CDC). All states have tobacco control and prevention programs. These efforts are funded in part by the CDC.

The 2005 Adult Tobacco Survey was a population-based survey of adults living in residences with telephones. Respondents were selected anonymously by random-digit dialing. Respondents ranged in age from 18 through 95 years. Forty nine percent were men. Five percent had not completed high school, 32% had completed high school, 29% had attended school beyond high school, 23% were college graduates, and 11% had graduate or professional degrees. In this respect, they had slightly more education than the population of Montana as a whole.¹

The 2005 ATS was conducted between October 1, 2005 and January 31, 2006, just after the new Clean Indoor Air Act went into effect. The great majority of Montanans favored smoke-free public places and expressed support for the Clean Indoor Air Act.

¹ <http://commerce.mt.gov/censusresources.asp>

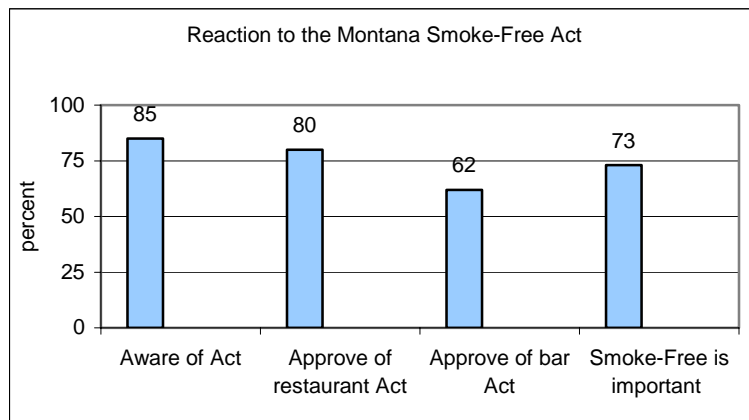
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Have you seen, read, or heard anything about a new Montana state law, which prohibits smoking in public buildings?

Beginning October first of this year, a new state law prohibits smoking in all public buildings and restaurants. Do you approve strongly, approve somewhat, disapprove somewhat, or disapprove strongly of this new law?

Beginning in September of 2009, smoking will be prohibited in bars. Do you approve strongly, approve somewhat, disapprove somewhat, or disapprove strongly of this new law?

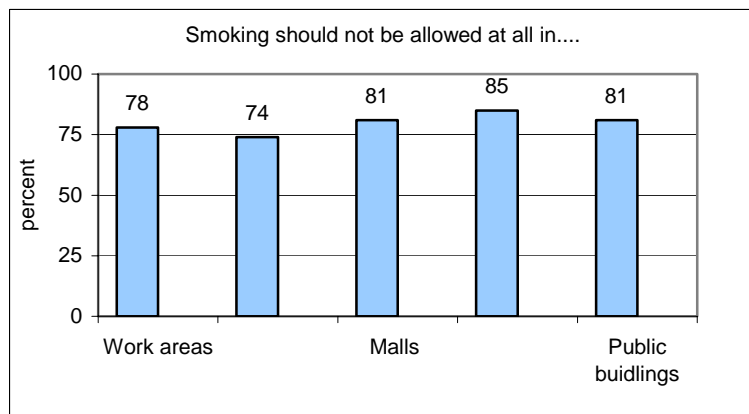
How important is it to you to have a smoke-free environment inside bars, lounges, clubs, and restaurants? Very important, somewhat important, not too important, or not important at all?



Most respondents were aware of the Clean Indoor Air Act and most approved strongly or approved somewhat of the Act for restaurants. Nearly two thirds also approved of the Act as it will apply to bars and casinos in 2009. Nearly three quarters of the respondents said smoke-free public places were somewhat or very important to them.

In the following locations, do you think smoking should be allowed in all areas, in some areas, or not allowed at all?

**Work areas
Restaurants
Shopping malls
Indoor sporting events and concerts
Public buildings**

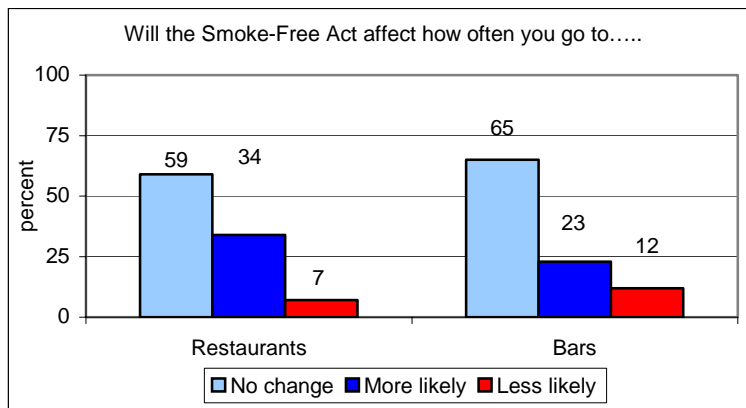


Seventy percent or more of the respondents believed that smoking should not be allowed at all in public places including work areas, restaurants, shopping malls, indoor sports events and concerts, or other public buildings.

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On October 1, 2005, smoking was prohibited in restaurants in Montana. Will you be more likely to visit restaurants, less likely, or will the smoking ban not affect how often you go to restaurants?

In September, 2009, smoking will be prohibited in bars in Montana. Will you be more likely to visit bars, less likely, or will the smoking ban not affect how often you will go to bars?



In spite of fears that the Clean Indoor Air Act would reduce business for restaurants and bars, most respondents said it would have no influence on their patronage and a substantial proportion said they would be *more* likely to patronize smoke-free establishments. Almost five times as many people said they would be more likely rather than less likely to visit smoke-free restaurants, and twice as many people said they would be more likely rather than less likely to visit smoke-free bars. The Clean Indoor Air Act is therefore expected to yield a net increase in customers.

The opinions of Montana residents about increasing restaurant and bar patronage following the Clean Indoor Air Act are similar to those reported for California, Massachusetts, and New York, states which enacted smoke-free laws several years ago.² This is consistent with objective revenue and tax data from Arizona, California, Colorado, Massachusetts, New York, and Texas: no adverse effect was seen on restaurant and bar revenues following the adoption of smoke-free laws.³

Need More Information on Montana's Clean Indoor Air Act?

Contact the Montana Tobacco Use Prevention Program for more information and for the names of local Tobacco Prevention Specialists who can answer your questions.

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P.O. Box 202951
Helena, MT 59620-2951

Toll-Free Information Line: 866-787-5AIR (866-787-5247)

² Tang et al., 2003, *Am J Public Health* 93:611-617; Biener et al., 1997, *Am J Public Health* 87:2042-2044; Hyland and Cummings, 1999, *J Public Health Manag Pract* 5:28-36.

³ Sciacca and Ratliff, 1998, *Am J Health Promot* 12:176-184; Glanz and Smith, 1984, *Am J Public Health* 84:1081-1085; Maroney et al., 1994, *Claremont Inst Econ Policy Study Rpt*; Bartosch and Pope, 1999, *J Public Health Manag Pract* 5:53-62; Hyland et al., 1999, *J Public Health Manag Pract* 5:14-21; CDC, 1995, *MMWR* 44:370-372.

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Please visit our website at
www.tobaccofree.mt.gov

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